

MARINA INTERNATIONAL SCHOOL

BUSINESS STUDIES SCHEME OF WORK

FORM 6 - TERM 1

WEEK	TOPIC	TOPIC DETAILS
1.1	Enterprise - The nature of business activity	<ul style="list-style-type: none">• purpose of business activity• the concept of creating value• the nature of economic activity, the problem of choice and opportunity cost• business environment is dynamic• what a business needs to succeed• why many businesses fail early on
1.2	The role of the entrepreneur	<ul style="list-style-type: none">• qualities an entrepreneur is likely to need for success• the role of business enterprise in the development of a business and a country
1.3	Social enterprise	<ul style="list-style-type: none">• the range and aims of social enterprises• triple bottom line – economic (financial), social and environmental targets
2.1	Business structure - Economic sectors	<ul style="list-style-type: none">• primary, secondary and tertiary sector businesses• the public and private sectors
2.2	Legal structures	<ul style="list-style-type: none">• main features of different types of legal structure, including ability to raise finance• appropriateness of legal structure: sole trader, partnership, private limited companies, public limited companies, franchises, co-operatives, joint ventures• concept of limited liability and its importance• problems resulting from changing from one legal structure to another
3.1	Size of business - Measurements of business size	Different methods of measuring the size of a business (profit is not an acceptable measure of business size)

WEEK	TOPIC	TOPIC DETAILS
3.2	Significance of small businesses	<p>advantages and disadvantages of being a small business</p> <p>strengths and weaknesses of family businesses</p> <p>the importance of small businesses and their role in the economy</p> <p>the role of small businesses as part of the industry structure in some industries</p>
3.3	Internal growth	<ul style="list-style-type: none"> • why and how a business might grow internally
4.1	Business objectives - Business objectives in the private sector and public sector	<ul style="list-style-type: none"> • the nature and importance of business objectives at corporate, departmental and individual levels • corporate social responsibility (CSR) as a business objective • relationship between mission statement, objectives, strategy and tactics
4.2	Objectives and business decisions	<ul style="list-style-type: none"> • the different stages of business decision making and the role of objectives in the stages of business decision making • how objectives might change over time • translation of objectives into targets and budgets • the communication of objectives and their likely impact on the workforce • how ethics may influence business objectives and activities
5.1	Stakeholders in a business - Business stakeholders	<ul style="list-style-type: none"> • individuals or groups interested in the activities of business, e.g. owners/shareholders, managers, employees, customers, suppliers, lenders, government and the local community • roles, rights and responsibilities of stakeholders

WEEK	TOPIC	TOPIC DETAILS
5.2	The importance and influence of stakeholders on business activities	<ul style="list-style-type: none"> • impact of business decisions/actions on stakeholders, and their reactions • how and why a business needs to be accountable to its stakeholders • how conflict might arise from stakeholders having different aims • how changing business objectives might affect its stakeholders
6.1	Management and leadership - Management and managers	<ul style="list-style-type: none"> • the functions of management, including Mintzberg's roles of management • functions, roles and styles
6.2	Leadership	<ul style="list-style-type: none"> • the purpose of leadership • leadership roles in business (directors, managers, supervisors, worker representatives) • qualities of a good leader
6.3	Choice of leadership style	<p>Leadership styles: autocratic, democratic, laissez-faire</p> <ul style="list-style-type: none"> • McGregor's leadership styles
7.1	Emotional Intelligence/ Emotional quotient (EQ)	Goleman's four competencies of emotional intelligence: self-awareness, social awareness, self-management and social skills
7.2	Motivation - Motivation as a tool of management and leadership	<ul style="list-style-type: none"> • the need to motivate employees to achieve the objectives of a business
7.3	Human needs	<ul style="list-style-type: none"> • a simple explanation of human need • how human needs may or may not be satisfied at work
8.1	Motivation theories	<ul style="list-style-type: none"> • ideas of the main content theorists (Maslow, Taylor, Mayo, Herzberg) and process theorists (McClelland, Vroom)

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8.2	Motivation methods in practice: financial motivators, nonfinancial motivators	<ul style="list-style-type: none"> • the theories in practical situations • different payment methods (time based, salary, piece rates, commission, bonuses, profit sharing, performance related pay) • different types of non-financial motivators (training, induction, opportunities for promotion, development, status, job re-design, team working, empowerment, participation, fringe benefits/perks) • ways in which employees can participate in the management and control of business activity
9.1	Human resource management (HRM) - Purpose and roles of HRM	<ul style="list-style-type: none"> • the role of HRM in meeting organisation objectives: recruitment, selection, training, induction, advice, guidance, workforce planning
9.2	Recruitment and selection	<ul style="list-style-type: none"> • labour turnover, methods of recruitment and selection
9.3	Job descriptions, person specifications, job advertisements	<ul style="list-style-type: none"> • purposes of job descriptions, person specifications and job Advertisements
9.4	Employment contracts	<ul style="list-style-type: none"> • main features of a contract of employment
10.1	Redundancy and dismissal	<ul style="list-style-type: none"> • difference between redundancy and dismissal
10.2	Staff morale and welfare	<ul style="list-style-type: none"> • relationship between HRM, staff morale and welfare in a business including the concept of work-life balance • policies for diversity and equality
10.3	Staff training	<ul style="list-style-type: none"> • the purpose of staff development/training as a means of securing required skills and motivating the workforce
11.1	Marketing - Role of marketing and its relationship with other business activities	<ul style="list-style-type: none"> • the link between marketing objectives and corporate objectives • marketing objectives
11.2	Supply and demand	<ul style="list-style-type: none"> • factors influencing the supply and demand for the products/ services of a business • interactions between price, supply and demand

WEEK	TOPIC	TOPIC DETAILS
12.1	Features of markets: location, size, share, competitors, growth	<ul style="list-style-type: none"> • how markets may differ: such as consumer/producer markets; national, regional and international markets • difference between product and customer (market) orientation • problems associated with measuring market share and market growth • implications of changes in market share and growth • classification of products
12.2	Industrial and consumer markets	<ul style="list-style-type: none"> • how marketing might differ for different types of goods and services
12.3	Niche versus mass marketing	<ul style="list-style-type: none"> • reasons for and benefits/limitations of mass marketing and niche marketing
12.4	Market segmentation	<ul style="list-style-type: none"> • benefits and limitations of market segmentation • methods of market segmentation including geographic,
13.1	REVISION	Revision
14.1	EXAMS	Exams
15.1	EXAMS	Exams

BUSINESS STUDIES SCHEME OF WORK

FORM 6 - TERM 2

WEEK	TOPIC	TOPIC DETAILS
1.1	Market research - Primary and secondary research	<ul style="list-style-type: none">• purpose of market research in determining customer characteristics/consumer profiles, wants and needs
1.2	Methods of information gathering	<ul style="list-style-type: none">• distinction between primary (field) and secondary desk research, and the main features of each• methods of primary research and their advantages and disadvantages including focus groups and surveys• sources of secondary information including printed, paid for and web-based sources of information
1.3	Sampling methods	<ul style="list-style-type: none">• random, stratified and quota sampling; the appropriateness of each to given situations• limitations of sampling
1.4	Market research results	<ul style="list-style-type: none">• the reliability of data collection• analysis of results obtained from market research• interpretation of information <p>[Note: Candidates will not be required to draw bar charts, pie charts, etc., or demonstrate knowledge of advantages and disadvantages of different presentation methods.]</p>
2.1	Cost effectiveness	<ul style="list-style-type: none">• cost effectiveness of market research in given situations (treated descriptively)
2.2	The marketing mix - The elements of the marketing mix (the 4Ps)	<ul style="list-style-type: none">• the 4Ps: Product, Price, Promotion, Place (distribution channels)

WEEK	TOPIC	TOPIC DETAILS
2.3	The role of the customer (the 4Cs)	<ul style="list-style-type: none"> • the relationship between the customer and the business (the 4Cs): Customer solution, Cost to customer, Communication with customer, Convenience to customer • ways in which customer relations can be improved • how the 4Cs relate to the 4Ps
2.4	Product	<ul style="list-style-type: none"> • goods, services • recognising that products have a combination of tangible and intangible attributes • the importance of product development • product differentiation and USP (Unique Selling Point)
3.1	Product Life Cycle	<p>how Product Life Cycle stage influences marketing activities</p> <p>product portfolio analysis as a way of achieving marketing objectives</p> <p>decisions about extension strategies</p>
3.2	Types of pricing strategies	use and value of alternative pricing strategies including competitive, penetration, skimming, price discrimination, cost-based pricing
3.3	Price elasticity of demand	<ul style="list-style-type: none"> • define, calculate and interpret price elasticity of demand and suitable prices • usefulness of price elasticity of demand when making pricing decisions
3.4	Promotion methods	<ul style="list-style-type: none"> • above the line and below the line promotion • the role of packaging in promotion • branding as part of product/promotion
4.1	Channels of distribution	<ul style="list-style-type: none"> • choosing between alternative types of channel of distribution
4.2	Using the Internet for the 4Ps/4Cs	<ul style="list-style-type: none"> • online advertising, catalogues, sales, dynamic pricing, distribution (download of digital products), social media, viral marketing, e-commerce
4.3	Consistency in the marketing mix	<ul style="list-style-type: none"> • the need for the marketing mix to be consistent with the business, the product type and the market

WEEK	TOPIC	TOPIC DETAILS
5.1	The nature of operations - Inputs, outputs and the transformation process	<ul style="list-style-type: none"> • operations encompass products and services • process: from idea/need to final product/service • resources: land, labour, capital (including intellectual capital)
5.2	Effectiveness, efficiency and productivity	<ul style="list-style-type: none"> • difference between effectiveness and efficiency • productivity: measuring efficiency
5.3	Value added	<ul style="list-style-type: none"> • how 'value added' is linked to marketing, the operations process and operations decisions
5.4	Capital versus labour intensity	<ul style="list-style-type: none"> • benefits and limitations of capital and labour intensive Processes
6.1	Operations planning - Operations decisions	<ul style="list-style-type: none"> • the influence of marketing, availability of resources and technology (e.g. CAD and CAM) on operations decisions [Note: Candidates are expected to know what is meant by Computer Aided Design and Computer Aided Manufacture. They must understand how CAD and CAM can be applied in a business, including the advantages and disadvantages
6.2	Flexibility and innovation	<ul style="list-style-type: none"> • the need for flexibility with regard to volume, delivery time and specification • process innovation – changing current processes or adopting new ways of producing products (e.g. automation/ robotics) or delivering services (e.g. improving workflow)
6.3	Operations methods: job, batch, flow, mass customisation	<ul style="list-style-type: none"> • differences between methods – advantages and disadvantages of each method • problems of changing from one method to another
6.4	Location	<ul style="list-style-type: none"> • factors that determine (a) location and (b) relocation: geographic, demographic, legal, political, resources, infrastructure, marketing • differences between local, regional, national and international location decisions
7.1	Scale of operation	<ul style="list-style-type: none"> • factors that influence the scale of a business • causes and examples of internal/external economies/ diseconomies of scale • links between economies/diseconomies of scale and unit costs

WEEK	TOPIC	TOPIC DETAILS
8.1	REVISION USING PAST PAPERS	Revision